

KNOWLEDGE MANAGEMENT PILOT PROJECT SUBCONTRACT

REQUEST FOR PROPOSALS

The National Network of Libraries of Medicine (NN/LM NER), under contract with the National Library of Medicine (NLM), announces the availability of funding Knowledge Management Pilot Projects. Knowledge Management Pilot Sites are a component of a larger strategic plan to transform traditional hospital libraries into information centers focusing on knowledge management practices within the New England Region. The Hospital Library Subcommittee of the NER's Regional Advisory Council has developed a Healthcare Knowledge Services Center Template to assist in the development of knowledge based services. See: "Template for a Healthcare Knowledge Services Center" (2011); *National Network of Libraries of Medicine New England Region (NN/LM NER)* at <http://escholarship.umassmed.edu/ner/1/>.

Proposals can be submitted for planning or implementation of knowledge-based services across the entire enterprise or directed at one or more areas of service.

Depending on the scope and objectives of the proposal, project budgets can range from \$5,000 to \$20,000.

Proposals are due September 9, 2011. Approved projects will be contacted by October 7, 2011. Funded projects can expect to begin their performance period in November.

Purpose

The primary purpose of the Knowledge Management Pilot Project funding is to stimulate innovations in biomedical knowledge management and information services at the health care institution or health system level. The intent of funding is to assist network members in the establishment of Healthcare Knowledge Service Centers (HKSC) within their respective healthcare institutions. Pilot sites will develop Knowledge Management practices tailored to their institutional needs. In offering KM Pilot Project funding, NN/LM NER is establishing a cohort of pilot sites using a peer learning and implementation approach. Pilot sites will share ongoing progress and results with a peer group.

Knowledge Management Pilot Project funding can address:

- Extensive internal assessment of user needs with rapid application of service fulfillment.
- Long-term observation and assessment of clinical and administrative units resulting in tailored information services and products.
- Product development and testing of tailored databases, taxonomies, and other information utilities applied to organizing locally derived information.

Eligibility

Proposals will be accepted from Full members of the NN/LM NER. Collaborative development of information services across multiple hospital settings will be accepted. Proposals should include letters of support from the members' appropriate administrative lead. Members must contact NN/LM NER to inform the office of intent to apply for funding. Contact Javier Crespo or Mark Goldstein by August 12.

Projects under \$15,000 will be approved internally by NER and the Hospital Library Advisory Group and will be funded as awards. Awards will have a 6 month performance period. Projects over \$15,000 will have final approval with NLM and will be funded as a subcontract. Subcontracts may have a performance period of 12 to 18 months. Proposals must provide a justification for funding based on concepts in localized information management.

Expectations

- Progress reports must be submitted. Reports should address progress towards meeting objectives and an ongoing evaluation or assessment of the project's effectiveness. Activities held in support of project objectives will be entered and submitted to the Outreach Application and Online Contract Reports System at: <https://outreach.nlm.nih.gov>.
- Applicants developing training materials should consult with materials available in the Medical Library Association Educational Clearinghouse.
- Proposals must include an evaluation component. Applicants are encouraged to consult the resources available from the National Network's Outreach Evaluation Resource Center (OERC) (<http://nnlm.gov/evaluation/guide/>) when developing needs assessments and outcomes-based evaluations.
- Applicants are expected to implement policies and procedures that support appropriate delivery of services to culturally and linguistically diverse groups. Applicants can consult National Center for Cultural Competence and its resources at <http://gucchd.georgetown.edu/nccc/links.html>.
- Federal regulations and guidelines require equal access for individuals with disabilities; upon request contractors are required to provide information to individuals with disabilities through alternative means. Consult the standards described in Section 508 of the Rehabilitation Act. (www.nlm.nih.gov/web/documentation/accessibility.html)
- Material produced in relation to the project should attribute the National Library of Medicine as funding source. Suggested text: *This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. N01-LM-6-3508 with the University of Massachusetts Medical School.*
- Recipients of NN/LM funding should publish results from NN/LM funded projects according to the NIH Public Access Policy. Final peer-reviewed manuscripts arising from NIH funds must be submitted to PubMed Central upon acceptance for publication. To help advance science and improve human health, the Policy requires that manuscripts be accessible to the public on PubMed Central no later than 12 months after publication. The NIH Public Access site should be consulted: <http://publicaccess.nih.gov/policy.htm>.

Technical Proposal Instructions

A detailed plan must be submitted indicating how the statement of work will be implemented. All elements outlined in the Statement of Work must be addressed in as much detail as necessary to demonstrate a clear understanding of the work being undertaken. Proposals should demonstrate the project's ability to comply with the above listed expectations. Prepare your technical proposal using the following outline:

I. Cover Page

The cover page should include the following information: name, position, title, complete contact information, amount being requested and an abstract describing the project. The abstract should highlight the proposed project's audience, goals, methodology, anticipated outcomes and plans for evaluation. The abstract should also identify and describe any collaborating partners. Please append the following statement to the abstract: *In submitting a proposal the member agrees to participate as one of NER's HKSC pilot sites.*

II. Statement of Work

The statement of work will include technical requirements and specific tasks. The statement of work must address the following:

- 1. Introduction and background:** Provide an overview of the project and review any previous related work.
- 2. Identification and description of target population and geographic area covered:** Provide evidence of strategic planning or assessment conducted that results in the proposed project as a logical outcome or extension of strategic planning. Describe the current state of practice for the library as an indication of a strategic planning process to be conducted as part of the funded project. Describe the potential number and types of persons who will be targeted by the project.
- 3. Project goals and objectives:** State the project goal(s) in relation to the institutional assessment and current state of practice. State the pilot objectives and the specific accomplishments expected. Indicate the rationale for the plan, and the relationship to comparable work in progress elsewhere.
- 4. Methodology and approach:** Provide a rationale for the stated objectives and the plan of work for achieving the objectives. Describe in detail the project methodology. Indicate any previous experience with methodology, areas of anticipated difficulty or unusual circumstances. Discuss the possible or probable outcomes of proposed approach.
- 5. Schedule/Timeline and Workplan:** Provide an objective or activity-based timeline. Items in the timeline should correspond to project methodology or work plan. Provide a logic model in table format listing resources, activities, outputs (project deliverables), and outcomes. (See NN/LM OERC's Developing an Outcomes-based Project Plan at http://nnlm.gov/evaluation/booklets/booklet2/booklet2_step_one.pdf)
- 6. Publicity:** Provide a plan for promoting the project to the targeted organization or community. Provide a communication plan or schedule of communications to the institution's administration and leadership.
- 7. Personnel:** Identify all project personnel. A summary of estimated hours of project work and percentage of total hours worked should be provided for all personnel. Include curriculum vitae or résumés. If a position is new and will not be filled by current staff, please provide a detailed job description.
- 8. Facilities/Institutional Support:** Describe the lead institution, its resources and services as it pertains to the statement of work. Include a letter of commitment from the lead institution's administration, and letters of commitment from the administration of units involved in or targeted in the project.
- 9. Evaluation plan:** Describe the plans for evaluating the project's success. For each objective: Provide an indicator of success, where that data will come from, and the method for evaluating each indicator. Provide a process assessment plan that evaluates the project's implementation.

III. Cost Proposal Instructions

The proposal will include a detailed budget table or spreadsheet for the costs included in each category. Budgets exceeding 12 month performance periods should have separate columns for period through April 30, 2012 and column for remaining performance period (May 2012 through end of project).

A separate narrative justification for the budget items is required and must accompany the budget table. Provide an explanation of the item or category's role in the project and how estimated expenses have been

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computed. Items in the budget estimate and narrative should have a clear relationship with or correspondence to project objectives and activities in the work plan.

Funds may be requested for the following (these are examples only and are not meant to be all-inclusive):

- Salaries of project personnel;
- Rental or purchase of equipment and software;
- Travel necessary to support the project;
- Costs for developing, producing, and distributing materials related to knowledge services; and,
- Other costs.

The budget estimate must include the following:

- Name of primary contact, date, name of institution, period of performance
- Expenditure Categories
 - Personnel: may be subcategorized by Salary and Fringe
 - Travel
 - Equipment: rental or purchase of equipment and software
 - Supplies
 - Reproduction: printing, copying, or reproducing materials
 - Other Costs
 - Total Direct Costs
 - Modified Total Direct Costs*
 - Indirect Costs
 - Total Costs of Project
 - In-kind Costs

*Modified Total Direct Costs are calculated by subtracting Capitalized Nonexpendable Equipment from the Total Direct Costs. Indirect Costs (Overhead) are applied only to the Modified Total Direct Costs. The total amount requested is calculated by adding Total Direct Costs to the Indirect Costs. Institutions are encouraged to waive Indirect Costs. If Indirect Costs are charged, they must be limited to no more than 10% of the budget, and must be included as part of the total, not charged in excess of the budget. In-kind Costs (contributed by institution) are encouraged.

For IT/Computer Hardware of \$3,000 or more, submit three vendor quotes. Quotes may include General Service Administration (GSA) price lists (Reference: <http://www.gsa.gov>). The absence of competitive quotes must be documented and justified. Personal Appeal Items or equipment that can be construed as personal items (portable devices, cameras, etc.) should be used solely for attaining project goals.

Instructions for Budget Narrative Justification

The budget justification should be a separate document accompanying the budget table(s) or spreadsheet(s). Provide and explanation for how estimated expenses have been computed. Indicate the role of a particular item: personnel, equipment, facility expenses.

IV. Attachments

- Curriculum vitae or résumé of key personnel.
- Description of facilities and resources available to the project.
- Letters of support from institution(s).
- Other supporting information.

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Evaluation Factors

The merits of each proposal will be carefully evaluated, based on responsiveness to the RFP and the thoroughness and feasibility of the technical approach proposed.

Proposal Checklist

- Are the proposal's objectives clearly stated?
- Are the proposal's objectives attainable?
- Is there an organized work plan that logically reflects the stated objectives and goals of the project?
- Have the prospective bidders demonstrated their experience or capability in responding to the needs the project addresses?
- Does the project have the ability to reach the targeted audience?
- Will the project's use of community assets build upon existing community initiatives or establish new ones?

Technical Evaluation Criteria

Identification of Need, Description of Target Group, Geographic Area. (35 Points).

- Description of the target group or area.
- The actual or perceived need for the project and its potential impact.
- Estimated percentage of the target group that will be served by the project.

Methodology/Technical Approach (35 Points)

- The logic and feasibility of the methodology and technical proposal.
- Plans for evaluating the success of the project.

Experience and Facilities of the Respondent and Supporting Documentation (30 Points)

- Experience of the proposed personnel in developing and conducting promotional and/or training/orientation projects for the targeted audience. If the respondent has no prior experience in conducting related projects, include evidence that steps will be taken to obtain adequate background or experience prior to carrying out the project.
- Demonstrated evidence of facilities and resources adequate to support the project. Letters of commitment from administration and of support from target institution(s).
- Evidence of a commitment to continuing outreach services to the targeted population beyond the contract period.

Proposal Submission

One electronic version of the proposal must be submitted. Please do not staple or bind the proposal. The respondent must also submit one original printed version of the proposal to:

Javier Crespo, Associate Director

NN/LM New England Region, 222 Maple Ave., Shrewsbury, MA 01545, Javier.Crespo@umassmed.edu

The National Network of Libraries of Medicine is a program of the National Library of Medicine under government contract. According to FAR 52.232-18 (Availability of Funds) the Government's obligation under this contract is contingent upon the availability of appropriated funds from which payments can be made. No legal liability on the part of the Government for any payment may arise until funds are made available.

If you have questions or require assistance, please contact: Mark Goldstein (mark.goldstein@umassmed.edu)